AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111
Serial Number: 09/686,073
Filing Date: October 11, 2000
Title: SALES SYSTEM WITH SALES ACTIVITY FEEDBACK

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IN THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) A networked sales method, including:

presenting via a first network a sales screen to a user showing a plurality of price choices for an item[[,]] ;

~~converting available supply and sales activity-level information about actions by other users for the item for which the price choices are presented in the step of presenting into a feedback indication,~~ generating a feedback indication for the item, at each of the plurality of price choices, using available supply and sales level information generated from actions of other users; and

conveying the feedback indication to the user on the sales screen.

2.   (Previously Presented) The method of claim 1 wherein the conveying includes displaying the feedback indication in the sales screen.

3.   (Previously Presented) The method of claim 2 wherein the conveying includes displaying the feedback indication in the form of one of a series of different pictorial icons.

4.   (Previously Presented) The method of claim 1 wherein the feedback indication is associated with one or more factors selected from a group including quantities of the item sold, quantities of the item reserved at future price points, quantities of the item for which a reminder request has been entered, and the time duration incurred to sell the item.

5.–7.   (Cancelled)

8.   (Previously Presented) The method of claim 1 wherein the converting is performed continuously in near real time.

9.   (Currently Amended) The method of claim 1 wherein the presenting ~~presents~~ includes presenting time-separated price choices from a falling-price schedule.

10.   (Currently Amended) The method of claim 1 wherein the presenting a plurality of price choices ~~displays~~ includes displaying a present price and at least one future price, and further ~~including~~ includes displaying a present purchase control button next to the present price and a future purchase control button next to the at least one future price.

11.   (Currently Amended) A network sales terminal for use in communicating with a sales server via a network, including:

an item identification area responsive to the sales server via the network,

a plurality of price choice selection controls for the item identified in the item identification area and having outputs provided to the sales server via the network, and

a feedback indication area responsive to the sales server via the network and operative to display a feedback indication, derived from a quantity of the item available and sales of the item through other sales terminals, in association with the plurality of price choices.

12.   (Previously Presented) The network sales terminal of claim 11, wherein the feedback indication area is operative to display the feedback indication in the form of one of a series of different pictorial icons.

13.   (Previously Presented) The network sales terminal of claim 11, wherein the feedback indication area is operative to display the feedback indication in near real time.

14.   (Previously Presented) The network sales terminal of claim 11, wherein the price choice selection controls are associated with time-separated price choices from a falling-price schedule.

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15.   (Currently Amended) A networked sales system, including:

means for presenting via a first network a sales screen to a user showing a plurality of price choices for an item,

means for ~~converting available supply and sales activity level information about actions by other users for the item for which the price choices are displayed by the means for presenting into a feedback indication~~ generating a feedback indication for the item, at each of the plurality of price choices, using available supply and sales level information generated from actions of other users, and

means for conveying the feedback indication to the user on the sales screen.

16.-31. (Cancelled)

32.   (Previously Presented) The method of claim 1, including adjusting one or more of the plurality of price choices utilizing the feedback indication.

33.   (Previously Presented) The method of claim 32 wherein the presenting of the plurality of price choices includes presenting the plurality of price choices as a schedule of time-separated price choices, and wherein the adjusting of the plurality of price choices includes adjusting duration between prices or adjusting an amount of at least one of the prices in the schedule.

34.   (Previously Presented) The network sales terminal of claim 11, wherein at least one attribute of a price choice selection control of the plurality of price choice selection controls is operative to change during an offering of an item identified in the item identification area.